

Is it possible to 'sell' welfare to EU consumers?



Why?

We made seafood

- **Healthier**
- **More sustainable**
- **Better quality**
- **Animal friendlier**



But does the consumer know/care/pay?

ETHICOD

- **Integrated SEAFOODplus project**
fish farming - **consumer** - sensory research
- **The project design**
 - **Product test (in-home situation)**



ETHICOD

- **Integrated SEAFOODplus project**
fish farming - **consumer** - sensory research
- **The project design**
 - **Product test (in-home situation)**
 - **Attitudes and behaviour (questionnaire)**



De volgende vragen gaan over uw mening mbt het kweken van vis

5. Geef aan in hoeverre u het met de volgende stellingen eens bent

	Helemaal niet mee eens		Mee eens noch oneens			Helemaal mee eens	
Het kweken van vis is ethisch verantwoord	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Het is verkeerd om vissen in gevangenschap te houden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vergeleken met anderen weet ik veel over het welzijn van kweekvissen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
De rechten van dieren moeten gerespecteerd worden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Als ik denk aan het kweken van vissen voel ik me verantwoordelijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Het kweken van vis is positief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
De mensen proberen teveel controle over de natuur uit te oefenen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumenten zouden vaker om hun mening ten aanzien van dierenwelzijn gevraagd moeten worden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Het kweken van vis heeft onbekende effecten op de natuur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Normaal gesproken negeer ik informatie over dierenwelzijn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ik zou graag willen dat diervriendelijk geproduceerd vlees een keurmerk krijgt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ik vertrouw erop dat viskwekers op het welzijn van de gekweekte vis letten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ga door op de volgende bladzijde

+

+

ETHICOD

- **Integrated SEAFOODplus project**
fish farming - **consumer** - sensory research
- **The project design**
 - **Product test (in-home situation)**
 - **Attitudes and behaviour (questionnaire)**
 - **Product variables (information)**





Species: Cod, farmed

Origin: Norway

Weight: --

Price: --

Production:

Production with special precaution to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.

Store: 0-4°C

Eat before: 8 November 2006

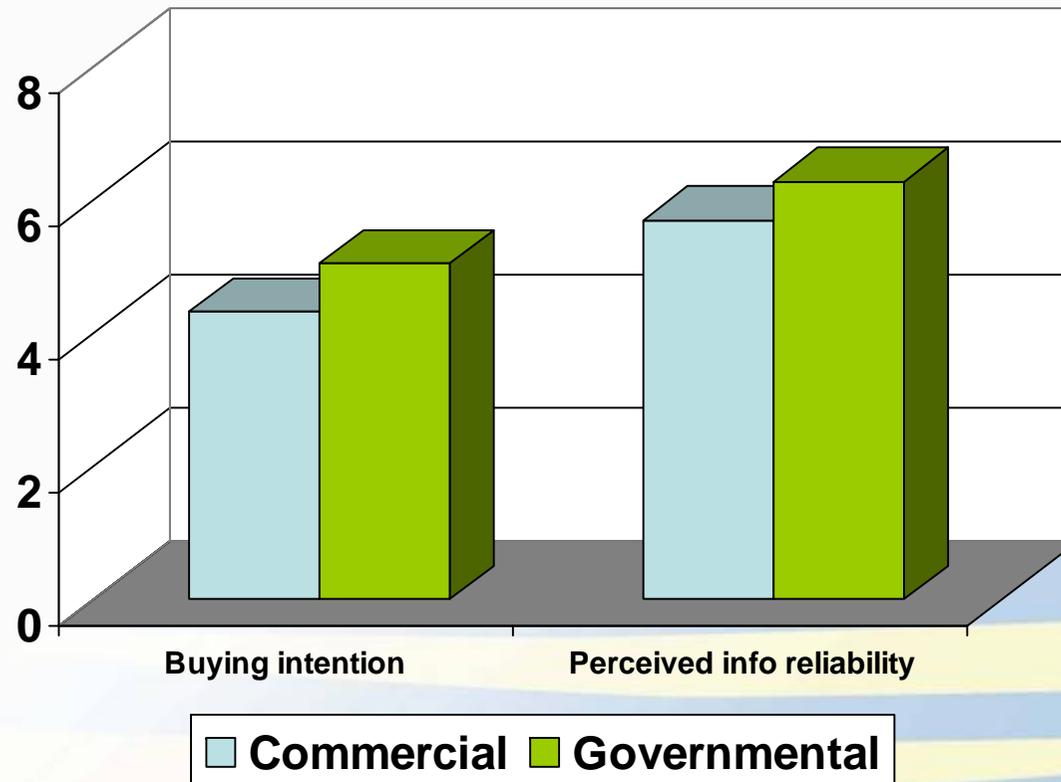
Information

Type: low stress

Amount: short

Source: governmental

Results: Information source affects



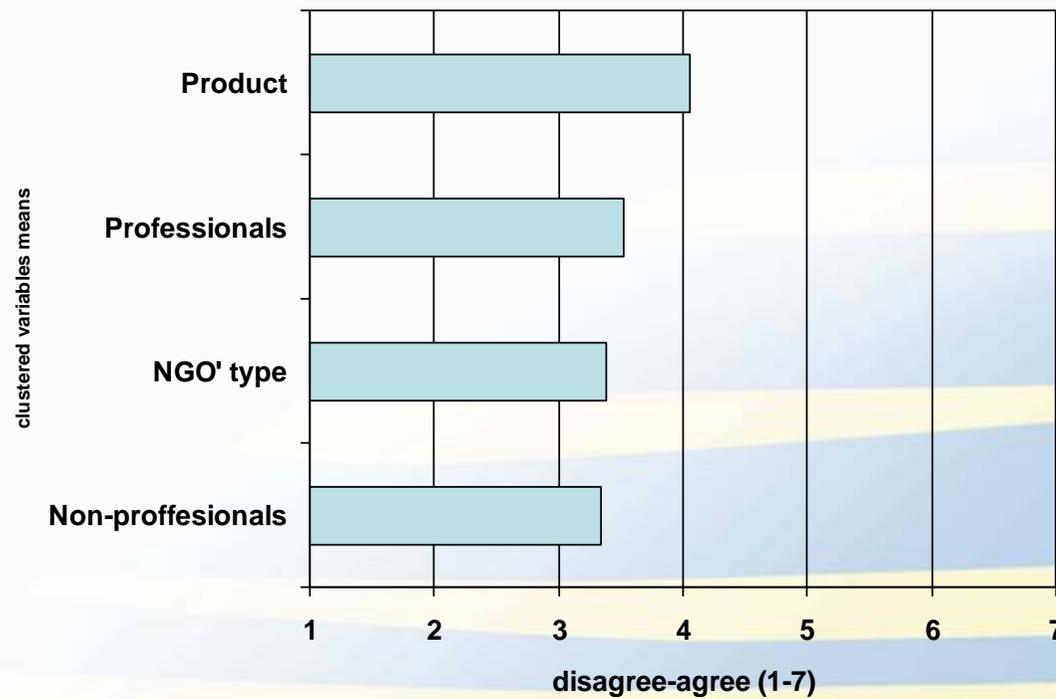
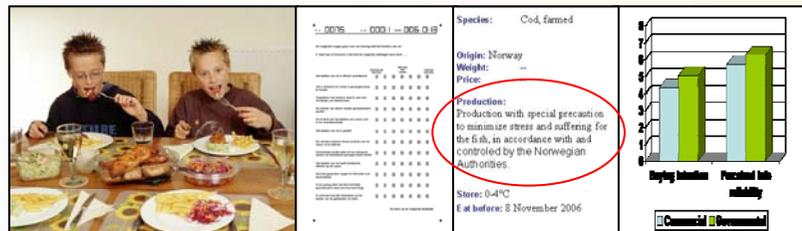
Results: Information amount affects




Species: Cod, farmed
 Origin: Norway
 Weight: ...
 Price: ...
 Production: Production with special precaution to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.
 Store: 0-4°C
 E at before: 8 November 2006

Small bar chart showing: Display information (Short: 4.5, Extended: 5.5), Perceived info reliability (Short: 6.0, Extended: 6.8)

Results: reported **source** for welfare information

Species: Cod, farmed

Origin: Norway

Weight: ...

Price: ...

Production: Production with special precaution to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.

Store: 0-4°C

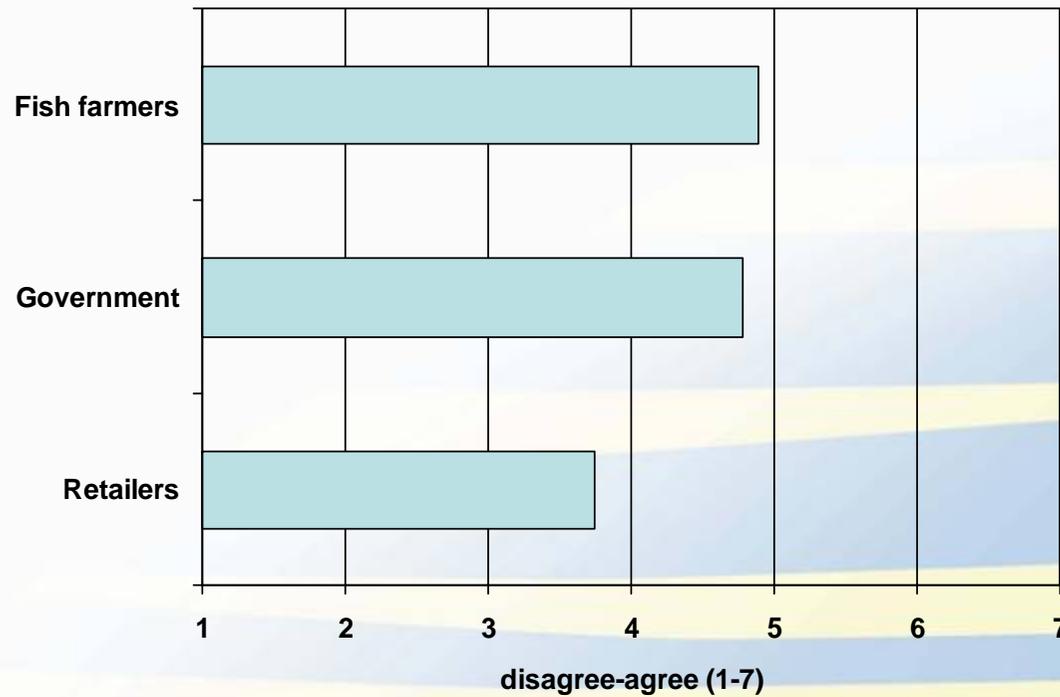
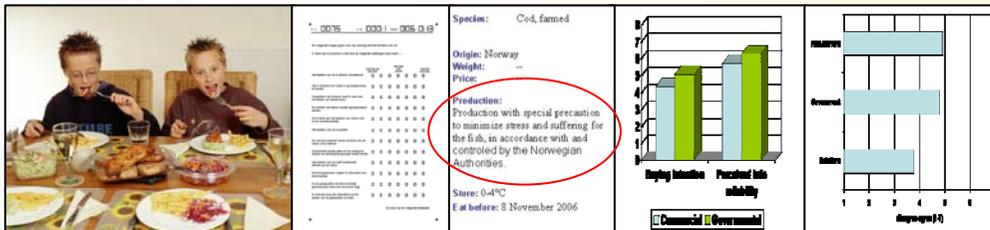
E at before: 8 November 2006

Buying Information: ...

Perceived Info reliability: ...

Commercial | Development

Results: reported **trust** in sources of welfare information

Species: Cod, farmed

Origin: Norway

Weight: ...

Price: ...

Production: Production with special precautions to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.

Store: 0-4°C

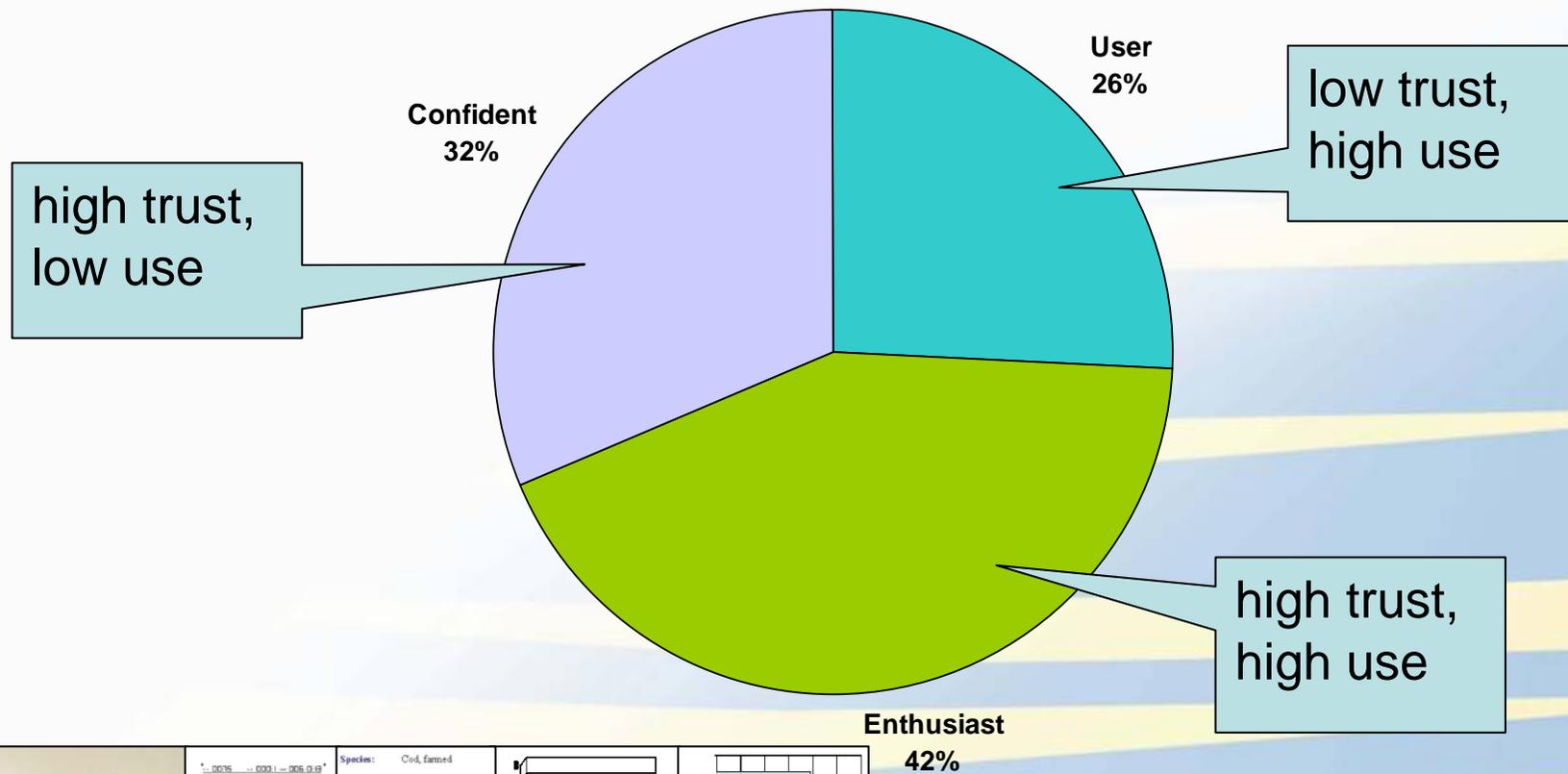
E at before: 8 November 2006

Highly sensitive | Protected fish | Sustainability

Commercial | Governmental

Disagree | Agree (1-7)

Results: consumers clustering on information use and trust



Species: Cod, farmed

Origin: Norway

Weight: ...

Price: ...

Production: Production with special precaution to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.

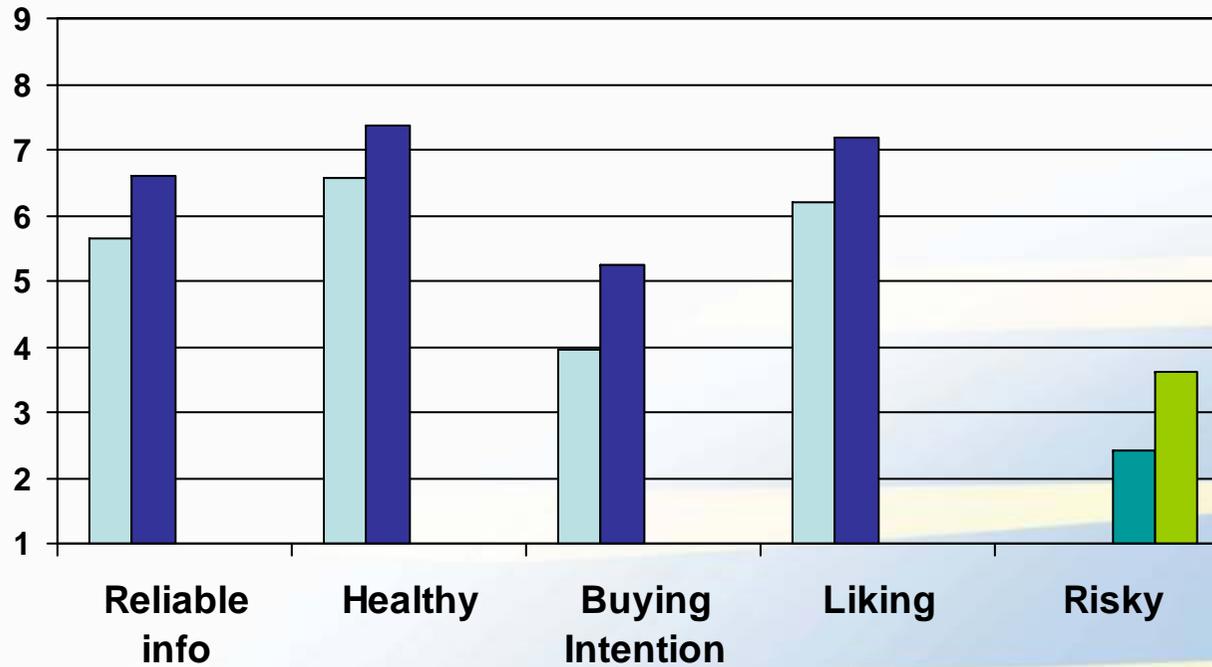
Store: 0-4°C

Eat before: 8 November 2006

Buying intention: ...

Perceived info reliability: ...

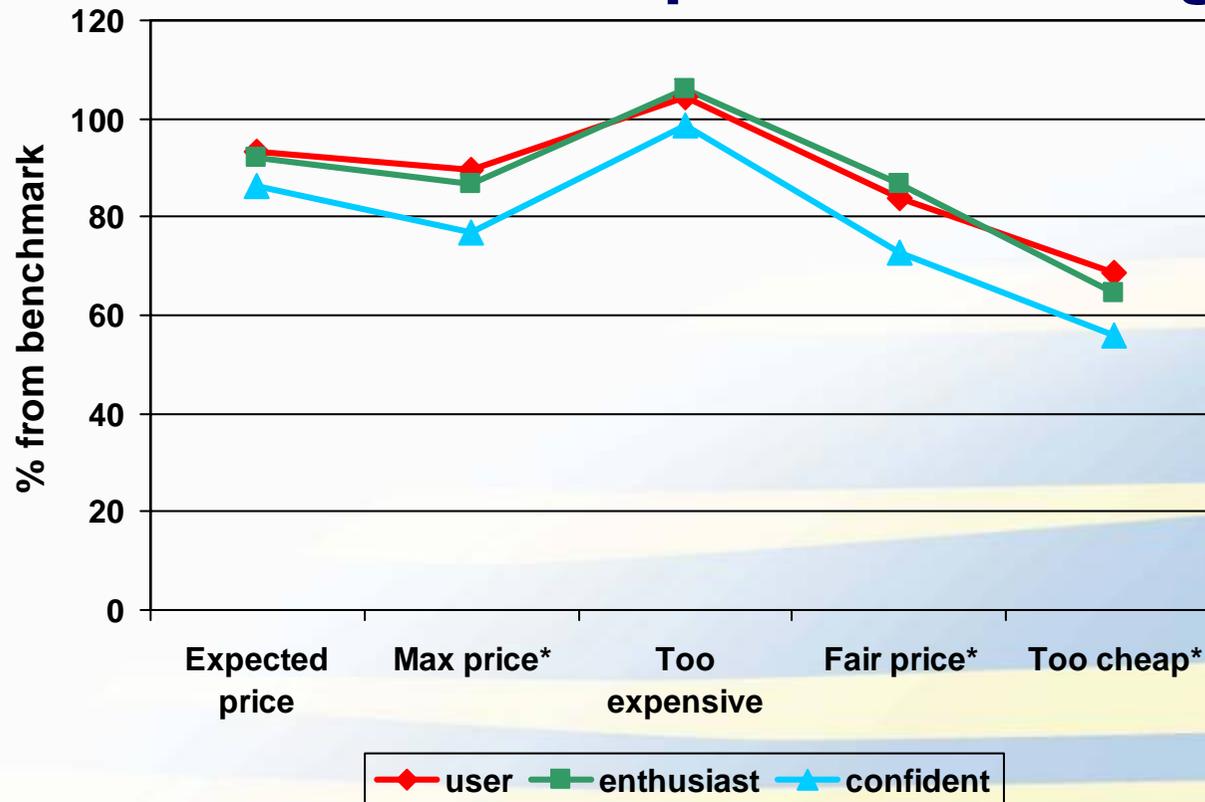
Results: product perception per consumer group



■ Enthusiasts, commercial source ■ Enthusiasts, governmental source
■ Confident, commercial source ■ Confident, governmental source

Species: Cod, farmed
 Origin: Norway
 Weight: ...
 Price: ...
 Production: Production with special precaution to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.
 Store: 0-4°C
 Eat before: 8 November 2006

Results: Willingness to pay for governmental source of information per consumer group



Species: Cod, farmed
Origin: Norway
Weight: ...
Price: ...
Production: Production with special precautions to minimize stress and suffering for the fish, in accordance with and controlled by the Norwegian Authorities.
Store: 0-4°C
Eat before: 8 November 2006

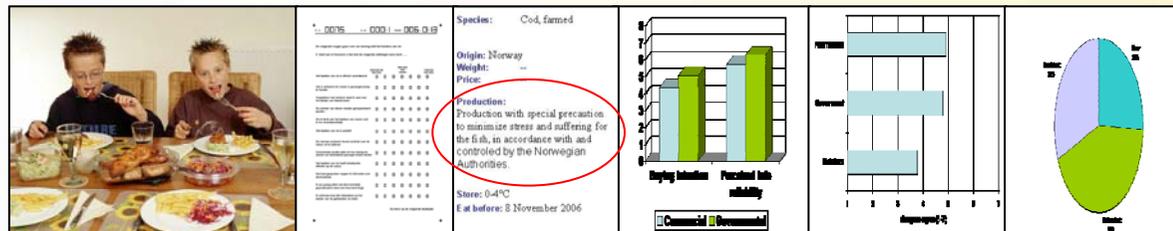
Buying intention (Bar chart): Commercial (green), Governmental (blue)

Average price (Horizontal bar chart): Commercial (green), Governmental (blue)

Market share (Pie chart): Commercial (green), Governmental (blue), Other (purple)

Conclusion

- Welfare information on or close to the package
- Use Government to control welfare
- Consumers that are using and enthusiast for information are willing to pay the most for this kind of information



A better life with seafood...

A large version of the SEAFOOD plus logo, with "SEAFOOD" in blue and "plus" in yellow, set against a blue square background with yellow wavy lines at the bottom.

www.seafoodplus.org